Docket No. 2050.001US3   OpenTV, Inc. Ref. No.: OPTV-001/REI/US
WD # 780780

PENDING CLAIMS

METHOD AND SYSTEM TO FACILITATE ORDERING OF AN ITEM
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Claims 10,11,13-24,27,33,38,39,41-43,45-55,57,63,260, and 262 as of November 18, 2009 (Non-Final Office Action).

1 – 9.   (Cancelled)

10.   (Thrice Amended) A method of facilitating ordering an item using a distributed computing system including at least one client and at least one server, the method including:

        receiving, via a data stream from the server, item data, the item data including information to at least one of show and describe the item via the client and an item identifier to identify the item as currently being offered for sale;

        presenting at least a portion of the item data to a user;

        receiving a control event associated with a single action effectuated by the user in response to the presenting of the at least a portion of the item data;

        responding to the single action by:

            retrieving personal information of the user from a permanent memory in the client, and

            combining the item data previously received via the data stream from the server with the personal information of the user previously stored in the permanent memory in the client to generate an order for the item, and

            transmitting the order for the item from the client.

11.   The method of claim 10, wherein the single action is one of a group including:

        selecting of a single button; and

        pressing of a single button on a TV remote control.

12.   (Cancelled)

13.   The method of claim 10, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

14.   The method of claim 10, wherein the user related, personal information is stored in memory in the client.

15.   The method of claim 10, wherein the distributed computing system is an interactive television system and wherein the at least one of showing and describing of the item is, at least in part, by a television signal.

16.   The method of claim 10, wherein the client includes an auxiliary data processor and a client computer.

17.   The method of claim 10, wherein the client is associated with at least a set top box, and wherein the user related, personal information is stored at the set top box.

18.   The method of claim 17, wherein the set top box is in communication with a local computer and associated storage and wherein the method further includes:
         the client retrieving information from one or more of the local computer and the associated storage.

19.   The method of claim 18, wherein the method further includes: controlling the client by means of the local computer.

20.   The method of claim 18, wherein the local computer is part of a local area network.

21.   (Amended)   The method of claim 10, wherein the distributed computer system further includes a central processing facility in communication with the server and wherein the method includes:
sending information used in processing the order from the client to the central processing facility.

22.   (Amended)   The method of claim 10, further including:

        receiving an order confirmation at the client.

23.   The method of claim 21, further including:

        communicating information between the client and the server via the central

processing facility.

24.   The method of claim 23, wherein a telephone system acts as the central processing

facility.

25-26. (Cancelled)

27.   (Twice Amended)   The method of claim 10 wherein the item data includes at least

one of a group of identifiers including a code and a command.

28-32. (Cancelled)

33.   (Amended)   The method of claim 10, wherein the receiving of the item data via the

data stream from the server, comprises receiving the item data via a television signal.

34-37. (Cancelled)

38.   (Thrice Amended)   A computer system to order an item, the system including:

               a data receiver to receive, via a data stream from a server, item data, the item

        data including information to at least one of show and describe the item, and an item

        identifier to identify the item as currently being offered for sale;

               a data processing system to present at least a portion of the item data to a user;

               an event detector to detect a control event associated with a single action

        effectuated by the user in response to the presenting of the at least a portion of the

        item data; and

        an event processing module to respond to the single action by:

               retrieving personal information of the user from a permanent memory in the

client, and

combining the item data previously received via the data stream from the server with the personal information of the user previously stored in the permanent memory in the client to generate an order for the item, and

transmitting the order for the item from the client.

39.   The system of claim 38, wherein the single action includes at least one of a group including:

selecting of a single button; and

pressing of a single button on a TV remote control.

40.   (Canceled)

41.   The system of claim 38, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

42.   The system of claim 38, wherein the user related, personal information is stored in memory of the client.

43.   The system of claim 38, wherein the computer system is an interactive television system and wherein the at least one of showing and describing of the item by the data processing system is, at least in part, performed utilizing a television signal.

44.   (Canceled)

45.   The system of claim 38, wherein the client is associated with at least a set top box, and wherein the user related, personal information is stored at the set top box.

46.   The system of claim 45, wherein the set top box is in communication with a local computer and associated storage and wherein the client is to retrieve information from one or more of the local computer and the associated storage.

47.   The system of claim 46, wherein the local computer controls the client.

48.   The system of claim 46, wherein the local computer is part of a local area network.

49.   The system of claim 38, including a central processing facility in communication with a server and wherein the client sends information used in processing to the central processing facility.

50.   The system of claim 49 wherein the server is to send an order confirmation to the user to confirm the order.

51.   The system of claim 49, wherein the central processing facility is to communicate information between the client and the server.

52.   The system of claim 51 wherein a telephone system acts as the central processing facility.

53.   The system of claim 38 wherein the data receiver is to receive the data including:
         information to enable the user to order the item by the single action with respect to the client.

54.   The system of claim 53 wherein the data receiver includes an auxiliary data extractor to extract the information to at least one of show and describe from the data and a packet data extractor to extract the information to enable from the data.

55.   The system of claim 54 wherein the auxiliary data extractor provides the information to at least one of show and describe to the data processing system and the packet data extractor provides the information to enable to the client.

56.   (Canceled)

57.   The system of claim 38 wherein the item identifier includes at least one a group of identifiers including a code and a command.

58-62.   (Cancelled)

63.   (Amended)   The system of claim 38, wherein the data stream is in the form of a
television signal.

64-259.   (Cancelled)

260.   (Thrice Amended)   A machine-readable medium embodying a sequence of
instructions that, when executed by a machine, cause the machine to facilitate ordering an
item within a distributed computing system including at least one client and at least one
server by:

        receiving, from a server, item data, the item data including information to at
least one of show and describe the item via the client and an item identifier to enable
the client to identify the item as currently being offered for sale;

        presenting at least a portion of the item data;

        receiving a control event associated with a single action effectuated by the
user in response to the presenting of the at least a portion of the item data; and

        responding to the single action by:

        retrieving personal information of the user from a permanent memory in the client,
and

        combining the item data previously received from the server with the personal
information of the user previously stored in the permanent memory in the client to generate
an order for the item, and

        transmitting the order for the item from the client.

261.   (Cancelled)

262.   The machine-readable medium of claim 260, wherein the medium includes a mass
storage device.

263 - 357   (Cancelled)